



INTERACTIVE INTELLIGENCE®

Deliberately Innovative

Case Study

Contact Center Automation

- Multimedia Recording & Quality Monitoring
- Customer Feedback Management
- Outbound/Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing
- Web Self-Service & Knowledge Management
- Workforce Management

Enterprise IP Telephony

Enterprise Messaging

Summary

Customer: UNC Charlotte



Headquarters: Charlotte, NC

Industry: Education

Challenge: Add unified messaging and improved integration to address user convenience and reliability issues, respectively.

Solution: *Messaging Interaction Center®* (MIC) is a single, standards-based enterprise messaging platform that includes voice mail, unified messaging and mobility applications as part of a unified communications strategy for large and distributed enterprises.

Benefits:

- Improved reliability
- Increased scalability
- Enhanced user convenience
- Increased user productivity

UNC Charlotte Saves Time, Adds Convenience with Messaging Interaction Center™ from Interactive Intelligence

About UNC Charlotte

A public research university, UNC Charlotte is the fourth largest campus among the 17 institutions of the University of North Carolina system. It is the largest institution of higher education in the Charlotte region. The university offers 18 doctoral programs, 61 master's degree programs and 89 programs leading to bachelor's degrees. Fall 2007 enrollment exceeded 22,300 students, including almost 4,800 graduate students. The university can be reached at (704) 687-2200; on the web: <http://www.uncc.edu>.

The Challenge

UNC Charlotte's telecommunications office is part of the university's IT department and manages voice mail services for about 3,300 faculty and staff. The department was providing voice mail service via Mitel NuPoint Messenger. This solution did not, however, provide unified messaging features, such as the option to receive voice mail messages as an attachment to an email.

"The Mitel system did not offer advanced technology, and we knew we wanted to upgrade and provide our users with state-of-the-art messaging," said Tom Lamb, chief technology officer at UNC Charlotte.

Lamb and Kathleen Francus, voice mail administrator for UNC Charlotte, both believed that faculty and staff would welcome the convenience of unified messaging. However, Lamb and Francus knew that any unified messaging solution they chose had to be completely reliable.

"When our users lose access to e-mail or voice mail, they go into panic mode," Francus said. "So reliability was very important."

In addition, the new unified messaging solution would have to integrate with UNC Charlotte's existing Microsoft Exchange and Sun iPlanet email systems, as well as its Avaya PBX, and Cisco phones being installed at new building sites.

"We selected MIC because it could scale to hundreds of thousands of users across multiple sites and had built-in fault tolerance."

The Solution

After Lamb reviewed information about Messaging Interaction Center™ (MIC) from Interactive Intelligence at a trade show, he requested a demo of the product.

"We selected MIC because it could scale to hundreds of thousands of users across multiple sites and had built-in fault tolerance," Lamb said. "Equally important, its open, software-based architecture made it compatible with our existing third-party email, PBX and phone systems."

UNC Charlotte selected MIC's all-software option, which uses Intel's Host Media Processing software.

"We went with the HMP version of MIC to eliminate the cost and complexity associated with voice boards," Lamb said.

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Today, MIC provides voice mail services to about 1,250 UNC Charlotte users. The university is in the process of moving the remaining 3,000 Mitel users to MIC.

In addition, UNC Charlotte's IT department is gradually migrating MIC voice mail users to unified messaging.

"MIC's unified messaging gives [users] the assurance that they won't miss a message – it's like one-stop shopping."

The Benefits

"The employees that are testing MIC's unified messaging have said how much time they save by not having to go to the phone and then the computer to retrieve messages," Francus said.

"Many of our users, such as faculty, work from home occasionally," Lamb said. "It can be difficult for them to stay on top of their messages if they have to check several different locations. MIC's unified messaging gives them the assurance that they won't miss a message – it's like one-stop shopping."



INTERACTIVE INTELLIGENCE®

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging. The company's innovative standards-based, all-in-one communications software suite was designed to eliminate the cost and complexity introduced by multi-point vendors. Founded in 1994 and backed by more than 3,000 customers worldwide, Interactive Intelligence is an experienced leader delivering maximum customer value through its comprehensive solution-set comprised of premise-based and hosted offerings, including software, hardware, consulting, support, education and implementation.

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